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Corporate User Experience Maturity

Corporate Commitment
User data drives company priorities and user experience focus extends beyond products to all services

User-Driven Corporation (4): Continually Improving Process

Systematic Process
Early user research, iterative design, and tracked user experience quality create pervasive user data, quantitative metrics, and standards that drives product definition

Integrated UCD (3): Predictable Process

Dedicated Budget
Consistent UX activities establishes a dedicated budget and the forming of a UX group that develops consistent processes

Managed (2): Standard & Consistent Process

Ad Hoc Effort
Ad hoc efforts with no approved budget captures "low-hanging" fruit that leads to bringing in a professional in a UX discipline

Professional Discipline (1): Discipline Process

Initial (0):

This diagram was designed to help guide in selecting user experience process improvement strategies. Organizations progress through a typical sequence of stages as their user experience processes evolve and mature. You can match your own organization with the following descriptions to see what your next stage is likely to be.

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13019 Gate Drive | Poway, CA | 92064 | Tel: (858) 682-5618 | www.vantyneconsulting.com